

BIG BUSINESS IS ASSURED FOR 1923

This Is the Prediction of Alfred Reeves After Western Trip.

"The demand for individual motor transportation continues at a record pace," said Alfred Reeves, general manager of the National Automobile Chamber of Commerce, on his return yesterday from a visit to a number of motor car and motor truck plants in Ohio, Indiana, Illinois and Michigan. "October and November supplied bigger shipments than ever before recorded for the same period of any previous year."

"The same need for motor vehicles which created a record output of 2,400,000 units in 1922, or 10 per cent better than the previous high mark of 1920, will be as keenly felt in 1923. Further, in 1923 more persons will be able to purchase the needed transport because farming conditions will be better. Exports are already showing a turn upward, and the closed car output, which was only 10 per cent of the total in 1922, is running as high as 25 to 30 per cent, to-day."

"In fact the difficulty of getting enough closed bodies to meet the demand will be one of the limiting factors in 1923. It is true that there are many in the market who prefer the open type of vehicle, but the trend of favor is toward the closed models."

"The continued growth and record output of the industry in 1922, which has astounded some, may be accounted for by the fact that motor transport meets a fundamental human need for individual means of travel and by the fact that manufacturers' ready prices promptly and directly to the ultimate consumer, so that motor vehicle values to-day are the best that have ever been offered."

"Motor truck makers are expecting a better outlook for 1923. With improved business conditions there will be greater movement of freight and consequent demand for motor trucks in the short haul field."

WINTERFRONT DEVICE GIVES UNUSUAL SERVICE

The wide range of usefulness of the Winterfront is illustrated by its advantageous use on either a Ford or a Buick. Every make of car excepting those that do not use a flat radiator front can be equipped with this device and the improvement in operation and the economy resulting from its use are beyond overstatement. Fully justified by the endorsement of manufacturers such as Cadillac, Willis-St. Claire, Marmont, Durant, Oldsmobile, Packard, Lafayette, Oakland, Reo, Studebaker and many others who have voiced their approval of its use on their cars.

The fact that a car equipped with certain auxiliaries gives better service than one without them is a fact which owners, dealer and the far-sighted manufacturer and maker eager to recommend its use, even though the necessarily diverse needs of the market, such as a difference in local climates, makes it inadvisable to equip all cars with it before they leave them. Thermatically controlled, the shutters of the Winterfront open and close automatically; it is a decided advance over the old type of radiator cover or the old rug with their many annoyances. Because some have forgotten to open or close them or put them on or take them off.

TINY VEHICLE MAKES CROSSCONTINENTAL RECORD

Erwin G. "Cannon Ball" Baker, famous racing driver and winner of many speed and endurance runs, has lowered another transcontinental record. This time Baker has punctured the economy record by taking a 13½ cubic inch Nocarcar from New York to Los Angeles, 3,354.2 miles on 45 gallons of gas and 44.75 pints of oil at a fuel cost of \$15.70.

Baker's running time of 174 hours and one minute (or 7 days, 6 hours and one minute) gives him an average of 19.3 miles per hour and 74.76 miles per gallon. This is the smallest vehicle to make the trip under its own power. "It was Baker's sixtieth transcontinental trip."

SCHWAB OPTIMISTIC OVER BUSINESS OUTLOOK

According to a recent interview with Charles M. Schwab, head of the Bethlehem Steel Company, and the controlling interest in the Stutz Motor Car Company of America, Inc., any slight depression in business which may be noted at the present time can be charged directly to the chaotic condition in Europe and to a disposition on the part of American commercial and financial interests to hold back until the attitude of the new Congress is positively ascertained. However, Mr. Schwab expressed himself as being very optimistic with respect to business after January 1.

"I do not look for a gigantic boom," he said, "but I am of the opinion that we can look forward with assurance to a gradual and healthy upward movement. Affairs abroad will gradually right themselves, and I feel sure that no Congress at this time will do anything to handicap our industrial and commercial activities."

CADILLAC PRICE CUT CREATES QUITE A STIR

The Cadillac Motor Car Company announces a reduction of \$265 on its touring car and also reductions on its complete line of 10 Type 61 models, which will be continued on an increased production schedule for 1923. The new price of the touring car is \$2,885. This new price on the touring car represents reductions amounting to \$1,665 on this model in the last eleven months. The new prices became effective December 1.

H. H. Rice, president and general manager of the company, issued the following statement regarding the reductions:

"The new prices are mainly the result of the large production and sales of the Type 61 Cadillac during the last year, in which we have already sold more Cadillacs than in the best previous record year. The Type 61 Cadillac proved so popular during this last year that we were forced to time and again to revise upward our production schedule to meet the demand. The new prices are based on an even larger production schedule for 1923 than the record high production mark of last year and on the many economies in manufacturing made possible by our new factory."

Setting the Magneto.

When setting a high tension magneto it should first be seen that the proper cylinder is in firing position; that is, both valves closed and the piston brought up to the highest point, which can be ascertained by running a rod or wire through the spark plug or petcock opening. When the point is reached the motor should be backed up an eighth of a stroke, which is where the spark should occur when the spark lever is fully advanced. If it is desired to throttle the motor down very low the spark plug points should be opened until they are fully a sixteenth of an inch apart.

New Home of Garland Company



WHEN this building is entirely completed and equipped, the Garland Automobile Company will have one of the best appointed sales and service headquarters in the city. George Garland is one of the veterans of the Row and has built up a big business for the Velle Six. Recently he took on the Winton line. Increased business and a desire to give adequate service at all times made the new building necessary. The location is just around the corner from the present salesroom at Broadway and Sixty-second street.

Owners' Service Department

Q. After removing the cylinder head from my motor I noticed that the tops of the pistons were all covered with oil. Everything was covered with oil—not merely moistened either. Believing that this is caused by worn piston rings what make of rings would you recommend?

A. It is quite possible that the rings alone are not the cause. The trouble may be due to worn cylinders, worn pistons or worn rings, or all three may exist. I would have the cylinders measured, also the pistons, to determine what is causing the leakage into the combustion chamber. Any type of ring will do, but the ring fitting must be done by an expert. There is more to the fitting of rings than to the design of the rings themselves.

Q. My car is fitted with an Autolite generator, which does not seem to generate enough current. The ammeter hand shows five amperes and it used to show ten amperes. I know there is something wrong with the generator because the battery is low most of the time and I do little night work. How do you adjust the generator?

A. The trouble may be caused by dirty brushes, dirty commutator, a shifting of the third brush, poor connections or worn generator bearings. I would clean the commutator, dress the brushes and see that they do not arc, and then see if the condition changes. If not I would shift the third brush by means of the output is regulated. Read your instruction book and if you do not know much about electrical apparatus I would advise you to take the car to the service station.

OFFICIAL LIST OF LEGAL LENSES

State Tax Commissioner Decides That Forty-two Come Within Law.

The State Tax Commission yesterday announced the final official list of headlight lenses and devices which will be legal in New York State hereafter. As the result of the study and examination of various suggested devices and following hearings, the list of more than 100 formerly approved has been reduced to 42.

All lenses and headlight devices heretofore approved by the Tax Commission or the Secretary of State may be used until May 1, 1923. After that date it will be illegal to use any device which does not appear on the approved list of the Tax Commission. The additional time in which to make the necessary changes is granted in accordance with the terms of the new "headlight law" granting six months for this purpose following the final disapproval of any headlight device.

The lenses and headlight devices now on the approval list of the Tax Commission follow:

Alphaco lens.

Bausch & Lomb lens (new).

Benzler lens, improved, type "A."

Brown reflector.

Clamart lens, style "A."

Conaphore clear, type "sp."

Conaphore convex, type "sp."

Cor-Co-Lite reflector, type "A."

Dillon, type "E."

Dodge Brothers headlamp.

Flat-Lite, type "B."

Flintex, type "B."

Ford retracting prism headlight, type "H."

Fracto-Lite.

Green Mood.

Guide ray lens, type "A."

H-G hocking glass lens.

Holophane lens, No. 855.

Hudson, type "H."

Killigore lens.

Lancaster beam control lens, type "A."

Lee Knight lens.

Legitimate M. III.

Liberty lens, type "D."

MacDonald optical lens.

Macbeth lens, type "D."

McKee lens, type "M."

Miro-Till (formerly known as Willis-Sainte-Claire headlamp).

Monogram light distributor.

National lens.

Parab-O-Light, type "F. W."

Patterson lens.

Prismolite lens.

Right lens.

Safelite reflector.

Shaner roadlighter (new type).

Smith's lens.

Sunlite lens, type "D."

Superfect lens.

Universal lens.

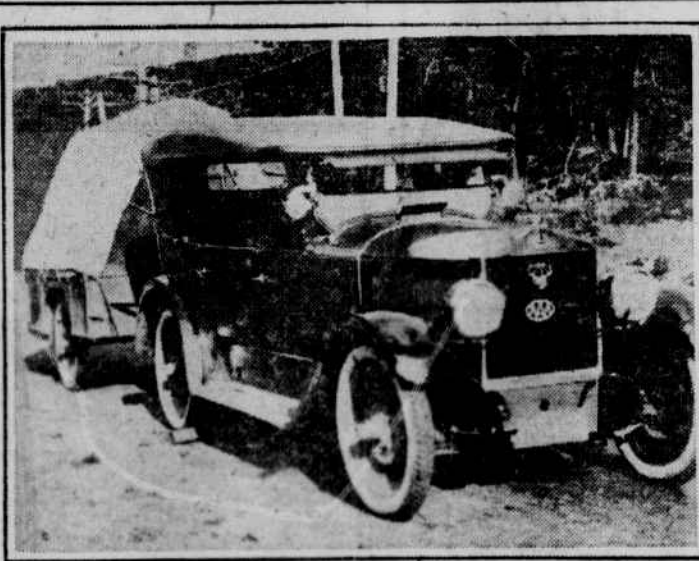
Violet ray lens.

Willis-Sainte-Claire headlamp (or Miro-Till).

*Now used on Overland, Willys-Knight, Maxwell, Chalmers, Durant Six, Rickenbacker, Lexington, Moon, Grant and Oldsmobile.

Plain glass lenses may be used on acetylene headlamps equipped with 6 inch clear bright, spherical mirror and burners which consume ½ cubic feet of gas per hour.

Hitched His Wagon to a Moon



WILLIAM COGHAN, the metropolitan Moon distributor was in receipt of an interesting letter last week from W. R. Naylor of Belmar, N. J., who just completed a cross continent drive in his new Moon car towing a 1,000 pound trailer in six days.

Naylor wrote from Los Angeles that in the run from Belmar he never had to look at the engine except when he oiled and greased it.

When Naylor and his wife arrived in the California city friends examined the car and equipment including the tires and could scarcely believe that the outfit had covered 3,500 miles.

TEABOLDT NEW DORT MANAGER IN NEW YORK

The Dort Motor Car Company announces the resignation of Frank C. Mattern, manager of the Dort branch in New York, and the appointment of C. R. Teaboldt to fill the vacancy.

Teaboldt has been affiliated with the sales end of the automobile business since the early days of the industry. Originally he was affiliated with the Thomas company. Later he joined the Packard in a managerial capacity. For four years he was assistant general manager of Gaston, Williams & Vignore, large exporters. For two and a half years Teaboldt has been connected with the Dort Company in foreign and domestic fields. Mr. Mattern's resignation was effective December 1.

Along the Row

There never was a time in the history of transportation when the sale of the automobile was so emphasized as now. In every line of business its influence is felt. Albert Hirst, the New York distributor for the new Gray car.

"The greater New York particularly is the automobile important not only as a factor in transportation but also as a contributor to one of the largest of our American industries. As a producer of happiness and as a promoter of the spirit and contentment of our people, it has no equal."

"Probably there is no better barometer of progress than the number of motor cars used in any community. No longer is the motor car considered an extravagance. Rather it has taken its rightful place as a vehicle of utility, and its pleasure giving feature is secondary."

E. L. Van Buren is the new metropolitan district sales manager of the Franklin Automobile Company of Syracuse, N. Y. For a year prior to his appointment to the New York district he had special work for the company which necessitated his visiting nearly all the Franklin dealers in the country. He has been connected with the automobile business for nineteen years.

Stephen Bourne has resigned as assistant to the president of the Willis-St. Claire Company of Pennsylvania to join the advertising agency of Thomas F. Logan, Inc., New York, Chicago and Washington, as director of merchandising.

Unless he forgets about his reindeer, he is going to have a tough time along about December 25 this year. He is going to have a lot of automobiles to deliver.

Automobile manufacturers are being urged to hurry orders along so deliveries can be made before Christmas. This year, they say, in all sections of the country the motor car is going to be greatly used as a Christmas present. One dealer who called at the Packard factory Saturday said that all of an allotment of cars shipment on which had been promised him for this month had been purchased as Christmas presents.

Urgent demands from many other dealers that shipments be speeded for Christmas deliveries are being received by the Packard sales department.

A note of optimism and confidence is contained in the announcement that at a meeting November 22 the board of directors of the Rickenbacker Motor Company declared a 5 per cent cash dividend on all stock of record as of December 30.

Following a meeting of the board of directors of East Motors, Inc., held at Jackson, Mich., on November 21, an announcement was made by George C. Scoble, president, of the appointment of E. E. Stataker as general sales manager. Mr. Stataker brings to the company years of automobile experience not only in the selling field but in manufacturing as well. Primarily his business is in the thoroughly versed in the

details of factory sales problems, as well as in dealer organization.

"In spite of the fact that a million and a half motor vehicles will be built this year, it will not be enough to supply the real demand for cheap motor transportation," says Albert Hirst, the New York distributor for the new Gray car. "There are more than 10 million farms operated by 31,014,500 people," according to a recent census report. Every one of these six million farms needs and requires one automobile, one tractor and one truck, aggregating a production of at least 12,000,000 motor vehicles, and yet this vast population and demand is but 25.9 per cent of the total population of the United States, which only goes to prove that the saturation point of automobile production has not even been reached."

No Extras to Buy



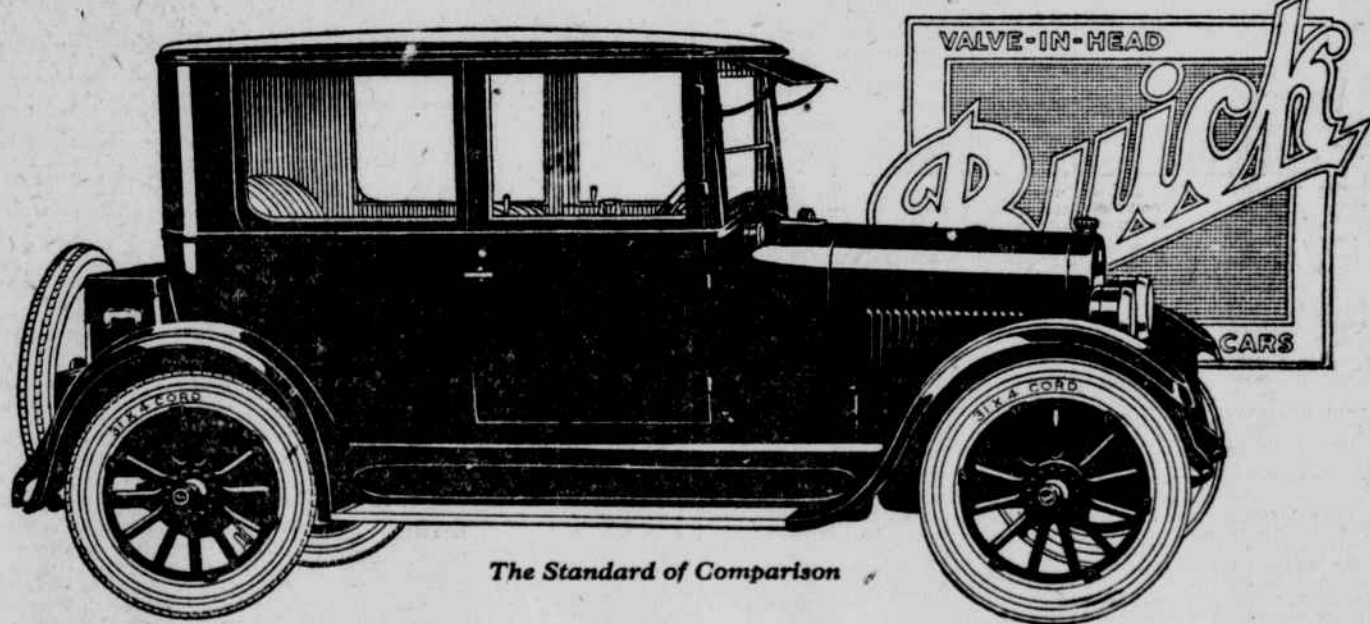
The New 1923, 5-Passenger

HAYNES 55 SPORT SEDAN

The innovation of six cord tires and tubes, six disc wheels, bumpers front and rear, sun visor, trunk and glistening protection bars as part of the original equipment of an enclosed car, has here produced a sport sedan of instant and enduring appeal to those who love motoring in its most modern interpretation.

HAYNES AUTOMOBILE CO. OF N. Y., INC., 1715 Broadway, New York City.

I. C. KIRKHAM SALES CO., BROOKLYN, N. Y. M. S. MOTOR CORP., BRONX, N. Y. G. B. PHILLIPS SALES CO., NEWARK, N. J. SHERMAN P. BUNKER, ROCKVILLE CENTRE, L. I. W. G. BARRETT, WHITE PLAINS, N. Y. J. J. LINDEMAN, FLUSHING, L. I.



Suited to Every Kind of Motoring The Four-Cylinder Touring Sedan—\$1325



Among the many refinements of this model, found usually only on cars of much higher price, is this handsome dome light, nickel trimmed.



Cold weather driving is made comfortable by a floor heater.



A cool ventilator, controlled from the dash, provides the proper amount of fresh air.

Business driving during the day—social motoring in the evening and week-end tours or vacation trips—all are equally enjoyable in the Buick four-cylinder touring sedan. It is a fine closed car, rich in the luxury of its handsomely furnished Fisher-built body and fitted with every refinement for year round comfortable and convenient driving. A sturdy trunk, carried on the rear affords the baggage space

for touring and adds a distinct smartness to the long, racy appearance of this car.

The famous Buick valve-in-head engine and the rugged Buick chassis provide economical transportation and dependable performance.

One ride in this touring sedan will reveal to you how perfectly this Buick fulfills every demand of perfect closed car motoring.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation
Pioneer Builders of Valve-in-Head Motor Cars
Branches in All Principal Cities—Dealers Everywhere

The Buick Line for 1923 Comprises Fourteen Models:

Four—	23-35 - \$865	23-35 - \$885	23-37 - \$1395	Sixes—	23-44 - \$1175	23-45 - \$1195	23-47 - \$1985	23-49 - \$1435	23-54 - \$1625
		23-36 - \$1175	23-38 - \$1325			23-41 - \$1935	23-48 - \$1995	23-50 - \$1995	23-55 - \$1675

Prices f.o.b. Buick factories. Ask about the G. M. A. C. Purchase Plan, which provides for Deferred Payments.

BUICK MOTOR COMPANY

BROOKLYN
Flatbush at Eighth Ave.
Kings County Buick Co.
1000 Flatbush Ave.
682 Fifth Ave.
483 Broadway
1407 Flatbush Ave.
QUEENS
Rockaway Buick Co.
Mott Ave. and James St.
Far Rockaway, N. Y.
Strong Auto & Supply Co.
21 Smith St., Jamaica, N. Y.
Taff's City Garage
139 Broadway, Flushing, N. Y.
110 1st Ave., Long Island City, N. Y.

NEW YORK
Broadway and 85th St.
Glidden Motor & Supply Co.
229 West 85th St.
Bronx Buick Company
607 Bergen Ave.
2408 Grand Concourse
918 Southern Boulevard
RICHMOND
Richmond County Buick Co.
128 Richmond Terrace
New Brighton, N. Y.

NEWARK
497 Broad St.
Brick Church Buick Co.
East Orange, N. J.
Belleville Buick Co.
624 Washington Ave.
Belleville, N. J.
North Essex Buick Co.
316 Bloomfield Ave.
Montclair, N. J.
South Orange Buick Co.
South Orange, N. J.

When better automobiles are built, Buick will build them



\$1495

Dort Four-Cylinder Cars, \$865 to \$1370; at Flint
Dort Six-Cylinder Cars, \$990 to \$1495; at Flint

DORT MOTOR CAR COMPANY, Inc.

1872 Broadway at 62d Street, New York City

Service Station: Broadway & 132d St. Tel.: Columbus 7070

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